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VOL. C.

NEW YORK, DECEMBER 3, 1921

No. 23

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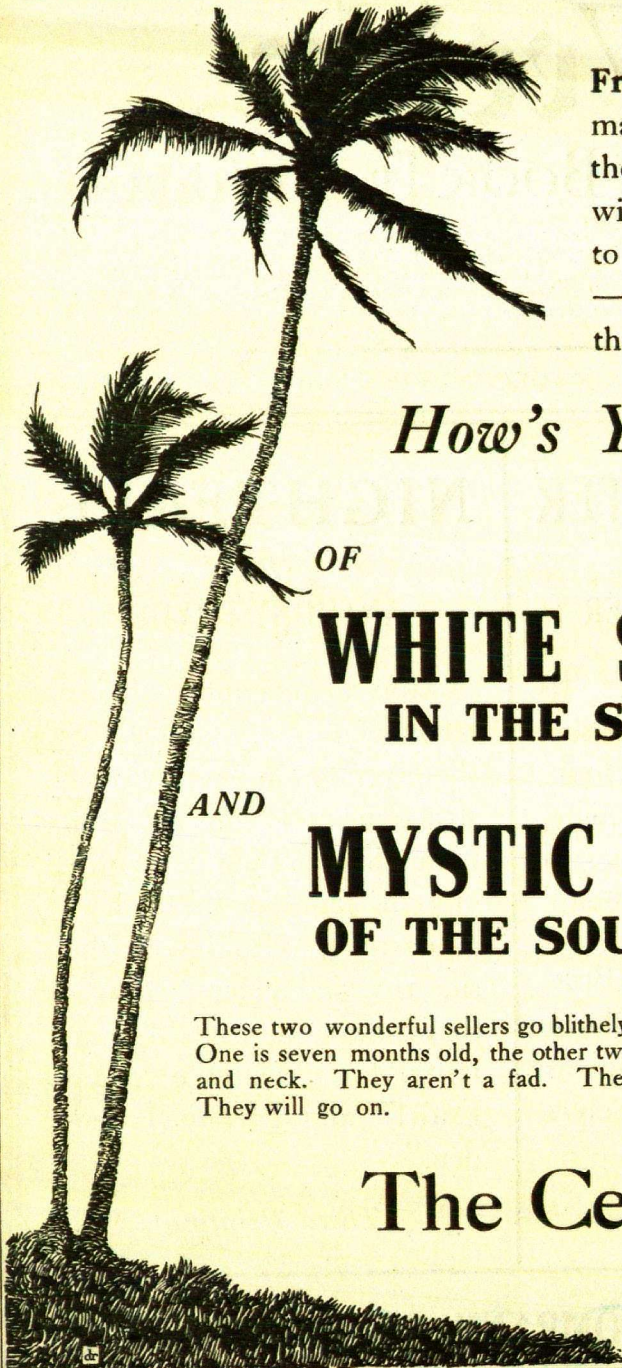
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OF THE

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Edited by HENRY SEIDEL CANBY

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Its subscribers are book-lovers and bookbuyers. They extend from Alaska to South America and Europe. Scholars read it. Librarians rely upon it. Teachers of English literature have introduced it into their classes. Literary clubs and other reading groups look to it for advice. Professional men look to it for counsel as to what books to buy or for information as to what literary men are doing. In a little over a year it has become the nation's authoritative guide to the best of the new books.

Those who had fears that publishers would not support a magazine that gave its opinions about books regardless of their advertising influence have seen the advertising revenue from *The Literary Review* keep pace with its success in circulation. The fact is that publishers have from the first recognized that *The Literary Review* is a constructive influence in American letters and have displayed the same fairness in their attitude that *The Literary Review* has applied to its work of criticism.

Booksellers have not been laggard in making use of *The Literary Review* to promote their sales of books. A New York bookseller displays every week in his window Mrs. May Lamberton Becker's department, "The Reader's Guide," surrounded by the books mentioned therein. Other booksellers have sent in group subscriptions, sending out copies each week to a selected mailing list.

The editors of *The Literary Review* believe that by bringing authoritative, fearless, and independent criticism to bear on American letters they are serving the cause of the publisher and bookseller as well as the public. Upon this basis we hope to secure the support from publishers and booksellers that our rapidly increasing circulation warrants. Leading booksellers and publishers testify: "*The Literary Review* helps to sell books."

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New York

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HIS BOOKS

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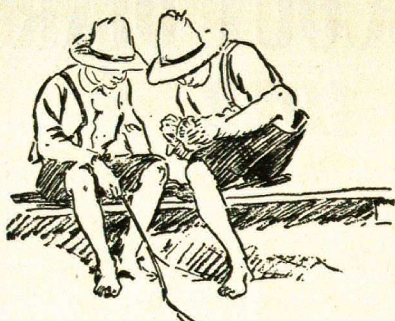
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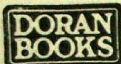
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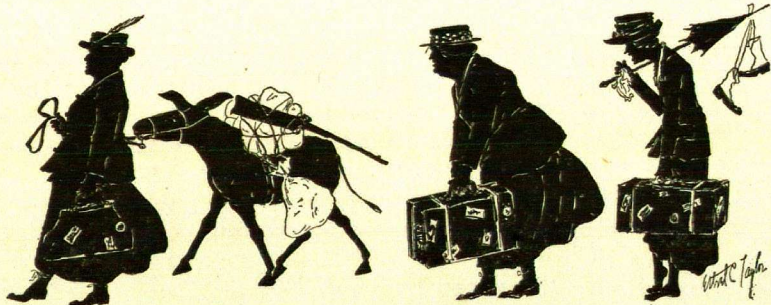
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**DORAN
BOOKS**

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

December 3, 1921

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

New York Printing Decision

THE typographers have won a complete victory from the umpire in the recent arbitration in favor of maintaining compositors' wages in New York at the present rate of fifty dollars for the forty-four hour week. The Closed Shop Section of the Employing Printers, whose members are parties to the arbitration, asked a reduction of ten dollars per week on the fifty dollar scale, or twenty per-cent, without raising the question as to the forty-four hour week, to which "Big Six" replied by asking an increase of five dollars on this scale. The employing printers seem to have expressed to the arbiter their willingness to accept the five dollar reduction, and on this basis the arbiter made his decision of a "draw," balancing one proposal against the other and thus preserving the *status quo*. This decision preserves, also, the increase for night and early morning shifts, and, of course, permits premiums for men of extra ability in amount or quality of work.

It is interesting to compare the result in New York with the status in other cities. Boston has now the open shop on a forty-eight hour basis. Philadelphia compositors are technically on strike, but the big plants have nearly filled their complement and Philadelphia is practically open shop, the Curtis Company having led the way. Chicago is for the most part on the closed shop basis, but the area of open shops has apparently increased considerably. Large printing plants continue their development in small cities or rural places as at Norwood, Mass., Concord, N. H., Binghamton, N. Y., Harrisburg, Pa. and Springfield, Ohio, on the open shop basis, which are attracting more and more work from the great cities—to which may be added the great Doubleday, Page open shop establishment at Garden City, L. I. In New York the number of open shops is small, but they are increasing in importance and are likely to increase in number.

It is evident that under present circumstances New York City will hold the business, periodical, book or job, which is anchored here by the existence of great plants, such as those of the Harper and Scribner book houses, the *Pictorial Review* and the like, and this business may be sufficient to employ the great body of skilled typographers in Number Six, altho it is doubtful whether the full number will ultimately retain employment here. Already the *Century*, as the result of the earlier strike, is being printed at the Rumford Press in Concord, minimizing the famous DeVinne Press, which used to occupy an entire building but now divides the space with open shop competitors, a result the more to be regretted because the great establishment organized by Theodore L. DeVinne did much to make American periodical printing the wonder of the world. The *Atlantic Monthly* and its periodical family are also printed at Concord. The enormous number of books published by the Macmillan Company are printed in large proportion at the presses in Norwood. The Doubleday, Page periodicals as well as its book work are printed outside of New York at Garden City. One cannot but be reminded of the labor troubles which nearly a generation ago caused Mr. Edison to send his Goerck Street shop afiel from New York and begin the development of the enormous plant at Schenectady.

The result of maintaining high printing costs on book publications will undoubtedly be to drive this work more and more out of New York. The typesetting when divided among enormous editions is almost negligible but on the other hand is the dominant factor in the great number of books on which the edition is small. Moreover, the victory of "Big Six" is likely to excite the envy of the other unions and will lead printing patrons to fear the repetition of the dilemma which they faced in the strike of two years ago.

The victory of "Big Six" in New York is likely in the long run to be a victory for the open shop. Public opinion has been thruout against the maintenance of high wages as prices fall, because prices cannot reach their proper level unless costs are reduced by reduction of wages. On the other hand, it should be emphasized that wages should not be reduced faster than prices fall; they must keep step with each other. In especial employers

and patrons of the open shop should make sure that wage reductions are fair and that working conditions are kept right. That the wage earners should have taken advantage of war conditions to go to extremes is no reason why employers should be unfair. The members of the Closed Shop Section must, of course, keep faith with the wage earners in accepting the arbitration to which both have agreed, and they should not be put at abnormal disadvantage by undue reduction and economies in the open shops, which will more and more be their effective rivals.

Second Annual Religious Book Week

THE success of the Religious Book Week promotion of last year under the direction of the Committee from religious houses was so remarkable that its repetition was inevitable, and it will be made part of the new general program of book promotion now being outlined. A special committee to outline the plans met at the office of the National Association of Book Publishers on November 30th, and, after a study of last year's efforts and of the new suggestions that have been made, a general program has been outlined which will be submitted to a large group of those interested in the publishing and sale of religious books.

It is recognized by all who have contact with book distribution that one of the greatest fields of book publishing and book interest is in the field of religious reading and that there is today an increase in the interest of books of this character. The general bookstore frequently finds rapid sales for books in this field with the broad interpretation that is now given to the words "religious book," and the denominational houses find that there is a wide field of literature in which they have a common interest aside from the special books of their own denomination.

The Committee that worked on this program last year made a careful study of the channels of distribution and found many ways in which to increase the sale by making it much easier for the person interested to find the book needed. The poster helped increase the display of books, the suggestions for promotion sent to the bookstores increased publicity, and the denominational papers found the subject much to their liking for editorial and general discussion. In some churches the sale of books

was taken up as part of the church's individual need, not merely denominational books as has been done in the past, but the wider field of inspirational literature common to all denominations. While it might at first be thought that Bibles receive universal attention without further stimulus, bookstores have welcomed suggestions as to how to handle this profitable and active part of their business better, as with all staple lines there is need of new methods in promotion and display.

By taking advantage of all the special agencies that are interested in this field and correlating the program with the other book campaigns, the Committee hope to obtain even a wider success than before.

The Training of Book Salesmen

"PART of the effort that is being expended to increase book buying and book reading nowadays," says an editorial in the *Christian Science Monitor*, "should take into account those who are engaged in selling books to the public."

To this all the book-trade agree as is shown by the plan of the New York Booksellers' League to conduct a series of twelve lectures by Miss Bessie Graham beginning January 6th.

With the same interest in mind the PUBLISHERS' WEEKLY has published Miss Graham's "Bookman's Manual" which will be used as a text-book in the League course and which has already sold to fourteen hundred copies. Perhaps the PUBLISHERS' WEEKLY itself can be considered as the best year-round training course for salesmen and the subscription price is half rates whenever the bookstore has its own original subscription.

Periodicals and Book Prices

OUR editorial on this subject, pointing out the rather extraordinary way in which periodicals use current popular books to build circulation, has brought from a retailer a circular showing that still another magazine is using Wells's "Outline of History" for their this year's subscription campaign. The *Christian Century* of Chicago, whose subscription price is \$4, will give the \$5 edition of Wells's "History" and the subscription for \$6.50, or to ministers at \$5.50. Such an offer can be construed as giving a \$4 magazine to a minister at 50 cents or the person receiving the circular can construe the reduction the other way round, that Wells's "Outline of History" is offered at \$2.50, as the circular heading reads.

Publishers' Display Advertising

THE proper advertising of new books is one of the most debated questions in the book-trade, and the methods used are continually re-examined and new ideas tried. In spite of the constant assertion that books are merchandise like any other item, it has been very difficult for advertising men, experienced in other lines, to demonstrate that their other experience is exactly applicable to books. The first difficulty the ad man faces is the shortness of the life of most current books. It is not easy from experience gained in promoting a brand of cigarette or a talcum powder to turn to a book of travels in France or a volume of poems and apply the same rules. It is easy to point to the cumulative power of twenty-five years' campaign of Ridpath's "History of the World," or the wonderfully successful work on the Five-Foot Bookshelf, but it is not easy to find in the hundreds of new publications, books on which the same cumulative principles of advertising would apply.

Those who carefully follow the efforts of book publishers realize that a great deal of careful thought and experimentation goes into each year's efforts. There has been one theory that to tell more of the story of the book was the ultimate and final answer to the problem, but tho it made the success of several notable campaigns, its application to all books has not been proved. Another theory has been that extended columns of inch ads in a news page of the paper was the answer, but this trial has only resulted in proving that the eye does not pleasantly rest on long equally divided sections of space. The theory that only the high lights should get display space and that the listing of a dozen books in one ad is unfortunate comes against the very practical situation that every author on the publisher's new list, no matter how special his subject is, likes to see his title represented in some of the leading mediums, and too, the public's knowledge of the characteristics of a publisher's full list would be limited if only the rapidly turning items were played up.

Another frequently mentioned delusion is that book publishers are picayune advertisers and that it is the meagerness of their appropriation that accounts for lack of success. The facts in the case do not support this theory. Large campaigns on general merchandise are frequently described as carrying a three to five per cent advertising expense, and this reckoned on the manufacturer's wholesale totals, yet new books often carry ten per cent advertising expense, reckoned not on the wholesale but on the retail price, meaning about a fifteen per cent appropriation on the publishers' gross return. That a book will respond indefinitely to increased advertising expenditures is a delusion that is harbored by many who approach book advertising from the outside, and if

money was spent on this basis there would be prompt disaster.

The place of book news and book reviews in the newspapers is another point at which books cannot be easily classified with other material. It will be noticed that in the large cities the newspaper that is endeavoring to maintain the most substantial and high grade circulation is the one that pays the most attention to its book department. This does not proceed in the first instance from the search for advertising but from a definite knowledge that a book department makes a very definite appeal to class circulation.

As an instance of this, the promoter of a large enterprise that was to place large display advertising in one newspaper in each city and wished to appeal to the very best class in that city, stated that he judged of newspaper quality by the amount of book and educational advertising that the paper carried. And he was not far from the correct decision.

Books may be merely merchandise that a manufacturer wants to sell, but they are far more than that in the mind of the public. No one can seriously believe that the putting on the market of Wells's "Outline of History" is a merchandising enterprise of the same importance to the public as the marketing of a new electric switch or a new brand of tobacco. When "The Letters of Walter Page" are published it is of quite different news value in the sight of the most canny editor than the marketing of a new brand of chocolate. If there was *never* any book display advertising and no one interested in promoting the sale of books, the issue of books would still be important news for those editors who want to appeal to the opinion-making class in America.

Display advertising follows the newspaper's interest in books and does not precede it. The newspaper editor's sense that his readers are the kind that like to have a contact with the book world is often corroborated in the publisher's own opinion that this is the best medium for his display space, but the newspaper publisher who believes that book publishers can or will trade advertising for reviewing attention has a decided misconception of book publishing.

The sending out of review copies must always be done with the feeling that editors are under no obligation to mention the books but are likely to do so as of real interest to their clientele, and the publishers gradually shape their mailing lists so that books go to the offices where there is interest in them. It is all too easy for a book publisher to build a mailing list for editorial copies to a total all out of proportion to the benefits or to the amount of expense that a book can stand, and only by careful watching and special direction can editorial copies be kept in the channel where their discussion will be really welcome. No pub-

lisher ever expects to control the reviewing of his books, and open discussion is far more valuable than trite praise. That the informal review or column as a stimulus to book reading has increased in value is because the public feel that these writers are giving out their genuine opinions. The intelligent handling of book news, book reviews and book display space is constantly increasing, and there are many more good book pages than there were five years ago.

This attention to books will be gradually increased as the interest in books steadily increases and as managing editors find a larger

proportion of their public genuinely interested in what the book presses are bringing forward. This increase is going on rapidly at the present time.

As such attention to books increases, the intelligence with which the news is handled, modeled on the best book pages of the country, will increase, and as the total volume of book distribution increases there will be a natural increase in book display advertising. Now that book interest is growing, it is more important than ever before that the peculiar characteristics of book publishing and book promotion should be kept clearly in mind.

"Canadian Books In Canadian Homes"

The Observance of Canadian Authors' Week Widely Effective

IF there is any efficiency in well-organized publicity, then the first annual Canadian Book Week, held from November 19 to 26, 1921, has been a real success. Thru the media of the press, pulpit, platform, theater, poster and show window, the Canadian people have been fairly bombarded with information about native authors and their work. As yet, it is too early to figure results, as measured by book sales, but it is quite safe to say that the message has been driven home and that, from now on, the authors of the Dominion are going to receive more consideration than in the past.

There was probably nothing novel in the methods adopted in Canada to arouse popular interest. If the unique entered at all into the campaign, it was in the whole-hearted and effective way in which the authors themselves took hold and co-operated with publishers and booksellers in the program of propaganda. In this respect, Canada's position offers unusually effective scope for this kind of effort. In the past the Dominion has derived the bulk of its literary pabulum from the United States and Great Britain. Native writers, who attained any degree of eminence in letters, did so thru the support accorded by outside markets and in many cases were forced to leave Canada to seek their fortunes elsewhere. In a word, while the Canadian people were and are large buyers of books, they have unfortunately given very little encouragement to native talent.

The formation early this year of the Canadian Authors' Association had as one definite aim the securing of stronger support for the Canadian author in Canada. It was felt that this support was needed, if authorship was to have any show at all in the Dominion. Otherwise, the country might go on indefinitely sending away its promising young writers to larger markets and securing its reading matter from outside points. So, Canadian Book Week had its birth,—not in any desire to drive the work of British, American or foreign authors out of Canada, but merely to give the native author a better chance to secure a foothold on the literary ladder.

Canadian publishers, tho some of them have no books by Canadian authors on their fall

lists, were glad to co-operate, on the general principle that the book-trade as a whole would benefit, even were the emphasis for the time being laid on one particular department of publishing. They realized that the holding of a general book week would fall flat compared to what might be accomplished with the assistance of the authors and their varied means of securing publicity. Buying Canadian books would be suggested and thereby the buying of books in general would be stimulated.

As for the booksellers, the more enterprising of them saw at once the splendid potentialities inherent in the scheme. All the advertising, the newspaper articles, the lectures and the addresses were calculated to induce the public to buy books, and to buy books, the public had perforce to visit the bookshops and book departments. It only required, on their part, the special advertising, displays and other selling devices to complete the chain of co-operative effort.

To stimulate dealer interest, three prizes were offered by the central committee, one for the best slogan, one for the best newspaper advertisement and one for the most attractive window display. The two last-mentioned competitions have not yet been decided; the first drew a great many suggestions, the prize being awarded for the simple, yet effective, slogan,—*"Canadian books in Canadian homes."*

The central committee prepared and sent out a poster, a number of streamers, folders explaining the whole scheme, and stickers. These received wide distribution. Not only was the book-trade covered but, thru the Authors' Association, advertising matter went to libraries, churches, schools, societies and clubs from one end of the country to the other. Inquiries as to methods for observing Canadian Book Week also flowed in and were promptly answered.

The part played by the authors themselves, both as individuals and thru their Association, was invaluable. In the first place, they were able to obtain a great deal of free publicity in the press, largely thru their close touch as editors and contributors with the editorial departments of the newspapers. Portrait cuts

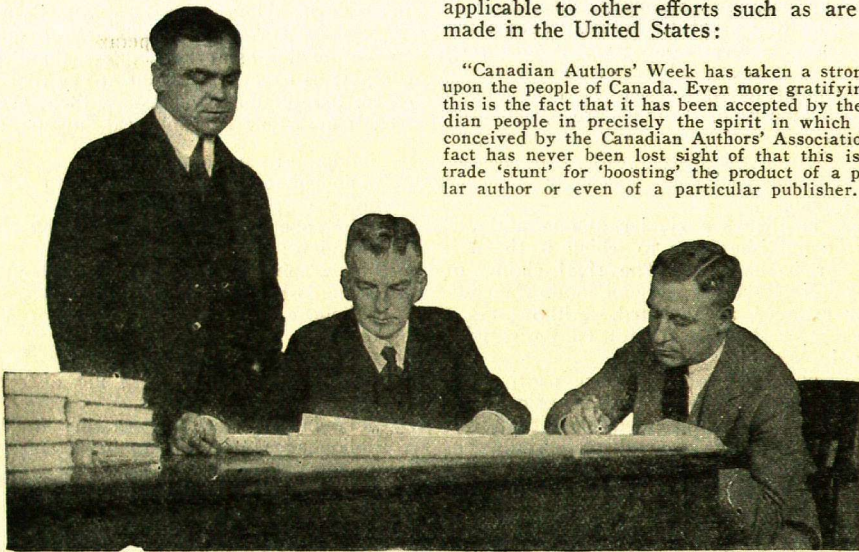
were supplied from the Association headquarters and these were widely used, sometimes individually, sometimes in groups and in some instances in full-page spreads. There were also supplied to literary editors a series of brief articles in which well-known authors told how they had made their start on the literary road. Newspapers were also quite generous in their reports of meetings addressed by authors, so that there was scarcely an issue of a daily paper in Canada which did not contain some reference to Canadian Book Week.

That there were many books to offer that come under the heading is shown by the fact that no less than four hundred books by Canadian authors were published in the past year in the English language and a substantial number by French-Canadian writers in the

authorship. In Toronto, one of the department stores staged daily addresses by such well-known authors as Basil King, L. M. Montgomery, W. A. Fraser and Nellie L. McClung, while at a local theater, two Canadian plays were performed. In Montreal, authors addressed several local societies and at the Municipal Library an exhibition of autographed letters, rare manuscripts and first editions of books and journals relating to the history of Canada was on view. Wherever members of the Association resided some steps were taken to carry out a Book Week program.

In discussing Canadian Authors' Week, the *Canadian Bookman* has pointed out the real reason why people should get into the spirit of such promotion efforts. The analysis of the relation between sound book promotion and the progress in writing and literature is equally applicable to other efforts such as are being made in the United States:

"Canadian Authors' Week has taken a strong hold upon the people of Canada. Even more gratifying than this is the fact that it has been accepted by the Canadian people in precisely the spirit in which it was conceived by the Canadian Authors' Association. The fact has never been lost sight of that this is not a trade 'stunt' for 'boosting' the product of a particular author or even of a particular publisher. It is



FRANKLIN F. APPLETON, FINDLAY I. WEAVER, HUGH S. EAYRS. THE SPECIAL COMMITTEE APPOINTED BY THE ASSOCIATED PUBLISHERS TO CONDUCT THE CAMPAIGNS FOR CHILDREN'S BOOK WEEK AND THE CANADIAN AUTHORS' WEEK.

French language. A great deal of the buying was for gift purposes, it being particularly appropriate to send Canadian books to friends across seas instead of, as in past years, sending English literature, which could be more easily purchased by the recipients at home. In over three hundred clubs and institutions from Halifax to Vancouver addresses were given on the subject, and besides individual purchases, the public libraries more carefully checked up their books by Canadian authors in order to have their collections full and representative. In some cases business clubs, after hearing an address on the subject, pledged each member to the purchase of some Canadian book.

The gatherings in which authors themselves took part were numerous. In Ottawa, the local branch of the Association marked the occasion by tendering a reception to Lady Byng, wife of the Governor-General, and herself a talented

not a call to the Canadian people to abnegate their own judgment and buy something because a shout has been raised about it from the housetops. It is rather a call to the Canadian people to use more judgment than they are perhaps accustomed to doing; to do a little thinking, perhaps a little consultation with their librarian or their pastor or their bookseller or their friends, and then to buy, not any Canadian book (nothing would be gained in that way for Canadian authors or Canadian anything else in the long run), but the Canadian books most suitable to their requirements. It is these acts of judgment, expressed in the only way in which most Canadians can express their judgments of books, namely by acts of purchase, which will be infinitely more beneficial to Canadian literature than the mere dollars and cents involved. Canadian literature needs financial support, it is true, but much more than that it needs the intelligent attention and criticism of the Canadian people."

So happy in its outcome has been the conception of a Canadian Book Week that there is little doubt that from now on it will be made an annual event.

English Book-Trade News

(From Our London Correspondent)

A LEADING publisher with a wide knowledge of publishing as well as bookselling and the more subtle movements in literature generally said to the London *Evening Standard* concerning the book-trade of the country: "I think it is pretty definite that we have passed the Slough of Despond. Travelers are bringing in very happy reports from all over. I judge that the state of affairs is the result of breaking prices everywhere, and when we have solved the unemployed problem the prospects of book-selling will never have been more rosy."

"This applies," he continued, "not only to novels, but to general literature. People are as interested as ever they were in the good biography and the good essay. There is not much demand for new poetry. The happier conditions (the reports agree) are not confined to London, but exist also in the provinces, particularly beyond the Border, where, of course, in such cities as Glasgow, book-buying is never at a low ebb."

"There is always a rivalry among natives," added the publisher, "as to which is the best center for bookselling. The rival claims of Glasgow, Newcastle, Liverpool, and Manchester, for instance, are debated. Altho I am a Southerner, I should vote for Glasgow, with Newcastle second."

Discussion still proceeds apace as to what is the right and present market price of a novel. This is all to the good, only it's a little tiring. Most people feel there is only one published price for a novel, i.e., 6s. Why? Goodness only knows! It is a fetish, a convention, a hypnotism—anything one likes to call it. The price of books should be controlled by the cost of production—non-fiction or fiction. And we ought vigorously to start educating the public on the point. Never was there a better time. Fiction is published at all sorts of prices nowadays because costs are still above pre-war prices, and they will not reach the old standards for many years; yet, altho rates of materials are breaking. We looked thru the excellent monthly summary of books published, issued by Messrs. Simpkin, Marshall & Co., the great wholesale distributing house like the American houses of Baker & Taylor Company, the American News Company and McClurg, and found the following facts: 15 novels were published in October at 6s., 1 at 6s. 6d., 6 at 7s., 55 at 7s. 6d., 4 at 8s. and 23 at 8s. 6d. It is quite plain what the market price is: 7s. 6d. The 8s. 6d. novel comes next with 23, and then the 6s. Undoubtedly it is not practicable to publish a novel in England today at less than 7s. 6d. excepting by reason of some special feature. say, a long run (as in the case of Sir Hall Caine's "Master of Man," of which 100,000 were printed,) or because the book is short. The average publishing price of 7s. 6d. will

probably remain for this year. But what an opportunity of making the public realize, once and for all time, by good, pointed and persistent propaganda, that they have always bought the novel at too cheap a price (and all books, for that matter) and that they must realize that, in future, novels will be priced according to length!

So many strange words have been compounded to express something connected with books that I have hardly any compunction, says J. Duncannon, in the *Book News*, the house organ of that penetrating publisher, Werner Laurie, who learned his publishing with T. Fisher Unwin, in perpetrating the barbarism biblioglossary. No less than thirteen compounds have been extant at one time or another, tho fortunately most of them are obsolete, if ever they had any real currency:

Bibliophile: A book lover.
Bibliophobe: A book hater.
Bibliolater: A book worshiper.
Bibliotaphe: One who locks books up.
Bibliopole: A book seller.
Bibliographer: One who writes about books.
Bibliognost: One learned in books.
Bibliogene: A book marker (not a book-maker!).
Biblioincensor: A book burner (e.g., the Cure in "Don Quixote," public executioners, etc.).
Biblioinvestigator: A searcher for books.
Bibliophage: An eater of books (Query, white ants).
Bibliomaniac: Explains itself.
Bibliopege: A book binder.

Recent best sellers in:

NON-FICTION

Robertson's "From Private to Field Marshall."
"Mirrors of Washington."
Pearson's "Modern Men and Mummies."
McKenna's "While I Remember."
Gardner's "Days and Ways of An Old Bohemian."
Milne's "Sunny Side."

FICTION

Sedgwick's "Adrienne Tower."
Fyfe's "The Fruit of the Tree."
Hecht's "Erik Dorn."
Galsworthy's "To Let."
Caine's "Mendoza."
Jesse's "The White Riband."

Elkin Mathews, the publisher—chiefly of poetry—has just died. At one time John Lane was associated with him in Vigo Street. Mr. Mathews was a publisher of discernment, a good business man and a charming personality. He will be missed.

Good Book-Making

IT has been our method, in carrying on from month to month this page on good book-making to limit the comment to praise of those that seem praiseworthy rather than to blame for failures or weakness. If one were endeavoring to compare American book production today with that of twenty years ago, while it is difficult to carry over a complete impression of a season's productions at that time, it seems fairly accurate to say that today's results show higher peaks of good book production and at the same time can show some poorer productions. Twenty years ago, each publisher kept pretty consistently to his standard, and a volume by any special publisher could be recognized by its appearance. The quality put into one book was likely to equal that used in other volumes on the same list. The paper was of more uniform quality and the cloth and the binding details ran more nearly to a good general average.

During this twenty years there have been great increases in the varieties of materials available. Paper comes in more varying assortment, new binding cloths and substitutes for binding cloth have been developed, and the war has caused much experimentation on materials.

A very striking change has been the increase in the amount of attention paid to the wrappers with a decrease in the expenditure for design on the cover itself. This is probably not a disadvantage if the quality of the materials used for the binding is not lowered and if the back of the book is still supplied with a well lettered title put on with gilt of permanent character.

It is probable that too little credit is given to the number of sales that are influenced by the appearance of a book. A half cent saved on the binding may seem of great moment in surveying the total expense of an edition, but it is also of effect in the impression made on the prospective purchaser. The greatest care and attention should be given to the books that seem certain to have permanent place in libraries. The purchasers of such books are more critical than the reader of purely diversional books, as they look on a volume as a permanent friend; and, as price would not deter them from the purchase, they justly expect that the publisher should take every care within reason to produce a volume of permanent dignity.

The height of the Christmas season produces almost too many books to be covered in any page comment, and many worthy of attention must be passed by. To select a few however:

"The Story of Mankind" by Hendrik Van Loon, published by Boni & Liveright, is a volume that it is a delight to open. The quaint but effective drawings of Mr. Van Loon, which we became used to in "The Story of Discovery," are on almost every other page. Eight of them are in full page color, and the tone of the paper and the selection of type has been

admirably fitted to match this type of illustration. The volume has a finely lettered gilt cover on the standard of the best pre-war binding.

A volume of similar character owing to the effective use of the heavy black and white drawings is "The Tony Sarg Marionette Book," illustrated by the author, which Huebsch has made into a delightful small volume with a cover design that will attract attention in any display. The lining papers, which carry one back to Daisy Ashford, are another good feature of the make-up.

Macmillan has an illustrator in Anna Richards Brewster who has done the work for Algernon Tassin's "Rainbow String" and is able to design both full page drawings and head and tail pieces admirably in the spirit of a children's story. The lining papers are an effective part of the make-up, and the slightly broad style of the twelvemo is always particularly suitable to children's books.

Another juvenile that returns, as does the Van Loon volume, to the use of full gilt cover with a colored plate below the lettering is "The Children's Munchausen," retold by John Martin and published by Houghton Mifflin. Gordon Ross has added much to the interest of the attractively set pages by his interesting initial letters and tail pieces. The colored illustrations, too, are well imagined and admirably reproduced.

Dugald Stuart Walker's decorative instinct for children's literature is well known, and Brentano's has used his work in making "The Wishing Fairy's Animal Friends" by Corinne Ingraham. As in so many successful children's books, the lining paper is made an attractive feature.

A good use of the half cloth binding with board sides is shown in Putnam's make-up of "Dulcy," the successful Broadway comedy, which they have added to their steadily increasing series of current plays.

Perhaps the most effective fiction wrapper that we have seen this year is on Temple Bailey's "The Gay Cockade." We have watched its appearance on many fiction counters, and inevitably it strikes the eye favorably. It is a reproduction of a painting by C. E. Chambers, which was originally used in one of the stories when it appeared in *Harper's Magazine*.

Stewart Kidd Company has taken great pains in making its "Complete Dog Book," getting an excellent type page, well planned title page and the best of binding cloth with gilt lettering. Stewart Kidd Company is one of the smaller houses that has consistently taken great pains with the typographical appearance of its books.

The making of a good travel book always brings up the problem of adequately reproducing photographs, and usually, in order to use any sufficient proportion of those available, it is necessary to put more than one on

a page. A very nice collection of photographs well reproduced is shown in E. Alexander Powell's "Where Strange Trails Go Down," published by Scribner; and in "The Cruise of the Dream Ship" by Ralph Stock, Doubleday, similar photographs have been combined with attractive head and tail pieces in black and white and an excellent two-color title page.

The substantial character of the make-up of the books of Edgar Lee Master has been continued in the new volume, "The Open Sea," Macmillan. Collectors of Masters have no reason to criticize the dignity given to his books as they have seen them appear year after year.

A second volume of the new "Cambridge Shakespeare," has come to hand issued in this country by Macmillan. Its typography makes it the most effective pocket volume since the Temple edition made its furore of interest at the time when the enthusiasm for reading Shakespeare was at its great upward swing.

Collectors of the most elaborate experiments in American typography should take opportunity to look over Walter Gay's "Paint-

ings of French Interiors," published by E. P. Dutton & Company. This large quarto has been designed by Bruce Rogers with a special head piece and initial letter from his pen. The printing has been done at the press of William E. Rudge, and especially interesting is the tone of the reproduction of the paintings done on a soft finished paper in dull olive green. The binding of the book in gray board is very chaste and appropriate.

That quality in book-making which makes the volume open pleasantly in the hand, credit being due to him who selected the paper and also to the binder, is admirably shown in Joseph Pennell's "The Graphic Arts," just published by the University of Chicago Press. It is natural that the plates of such a book would be interesting and the text such as will make every bookman wish to have it on his reference shelf. The book is the result of lectures delivered at the Chicago Art Institute last year, and the text covers woodcutting and wood engraving, illustration, etching and etchers, lithography, and modern men and modern methods.

What Children Laugh At

ALATE October issue of *The Literary Digest* reprints extracts from the report of Dr. C. W. Kimmins of London before the Psychology Section of the British Association at the meetings recently held in Edinburgh on the sense of humor in school children. In this address Dr. Kimmins explained the extraordinary interest of children from four years of age up in Charlie Chaplin. He offered as a reason for it that "there is not only continual movement and change of action, but also that Charlie is breaking all the conventions and doing the very things that children are forbidden to do."

Dr. Kimmins says that "cases of puns perpetrated by children under seven years of age are very rare, while many of the reported stories are due to misunderstanding of the words used. As an illustration, he quotes the classic instance reported by Sir Joshua Fitch, who asked some small children to write the Lord's Prayer, and afterwards came across such mistakes as 'Harold be Thy name' and 'Lead us not into Thames Station.' The records of children of nine years of age show a very great change. Boys and girls at this period are particularly interested in funny stories and jokes; riddles and play upon words maintain their position at that age, but the popularity of the misfortunes of others as a source of merriment is ceasing to exist and soon disappears entirely. At ten years of age children are very keen on books of jokes and comic papers."

The period between eleven and twelve years of age, we are told, "appears to mark quite clearly the parting of the ways, and a sense of humor seems to disappear entirely." Something rather alarming takes its place:

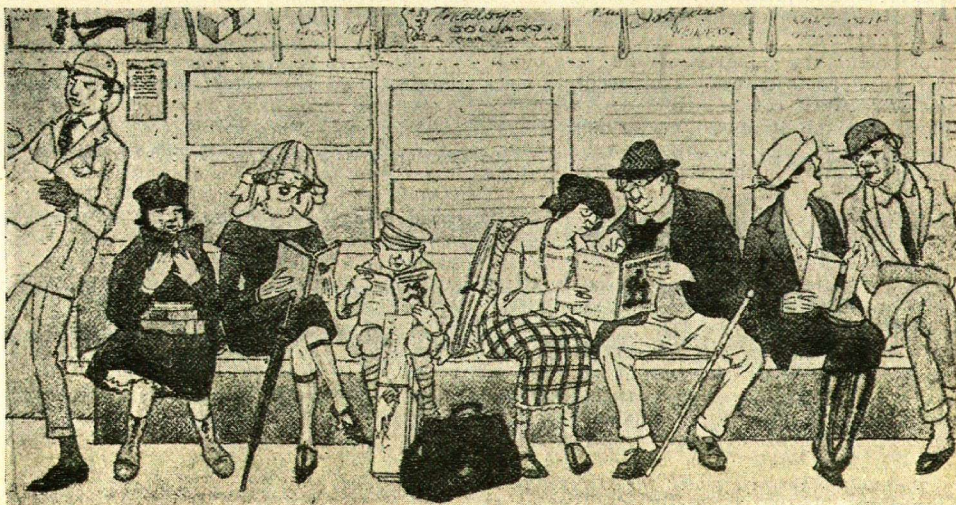
"The funny story is of a far more personal

nature, the element of superiority runs riot, and children delight in extravagant stories of stupidity concerned with adults rather than themselves. Stories involving a smart but often rude report appeal at this age, and to illustrate his point Dr. Kimmins mentions the teacher who told a stupid boy that when Lloyd George was his age he was top of his school, to which the boy replied that when Lloyd George was the teacher's age he was Prime Minister.

"In the period from fourteen to fifteen years of age it is more difficult to generalize. There appears to be, however, very clear evidence that the revival of humor at thirteen in the case of girls and fourteen in the case of boys is well maintained. In the selection of funny stories by the children a much larger percentage comes from the works of well-known writers; W. W. Jacobs and Ian Hay's stories are popular, and of individual stories 'Three Men in a Boat,' 'Daddy Longlegs,' 'Mrs. Wiggs of the Cabbage Patch,' 'The Young Visitors,' 'Tom Sawyer,' and 'Alice in Wonderland' are much quoted. The cultured home, says the lecturer, has a great influence on the choice and variety of stories, whereas the very poor child relies on the school and the comic papers.

"Children often laugh at stories which they do not understand because others laugh, and many instances occur of children repeating stories of which clearly they have not grasped the point. For instance, the story is told of a man who was boasting of his mountaineering experiences, and a friend said, 'I suppose you saw Ben Nevis?' 'No,' he said, 'I called on him, but he was not in.' A child told that as a funny story, but instead of Ben Nevis substituted the mountain of Snowdon, thus missing the whole point."

Subway Reading



THE SUBWAY IS THE PLACE TO DO YOUR SERIOUS READING

EVERYBODY is reading nowadays, and the cosmopolitan quality of the habit is well set forth in an illustrated article which appeared, with the illustration above, in the New York Times Sunday Book Review. Josephine Farrell says there of subway reading:

"If you have a book that you want to read, but that you do not want to be found reading, the ideal spot for you is on a subway train. It doesn't matter what book it is, people won't think you are queer. At home it's different. There you are judged by what you read. If you are seen with a volume of poetry, you are said to be in love. Or if you come home with a book of Russian short stories, somebody asks where on earth you got that book. 'Isn't there enough misery in the world without reading about those dingy Russians?' In the subway it's a matter of no moment whether you read 'Psychoanalysis' or 'The Old Curiosity Shop.'

"The subway crowd has seen so much of literature, in the course of its goings and comings, its catching of expresses and locals, and locals and shuttels. It cannot be said of it that it is narrow-minded. It has ridden up to 116th Street with Columbia students perusing 'Beowulf' in its native Angle-Saxon. It has ridden downtown in the early morning with young men reading how to recognize total strangers at twenty yards, . . . and has stumbled over young ladies of faultless fingernails engrossed in 'The Princess of Sinners.' It would be no more surprised to see you with a copy of the *Birth Control Review* than it is complacent at the sight of a messenger boy reading 'Jesse James's Last Stand.'

"If you read Aeschylus, they don't think it's something you've got to live down, nor do they take you for a young lady of parts because you seem to enjoy a book of French verses. It's a liberal atmosphere on the subway, you will find. And some day when Aeschylus reads particularly well, the fellow at your left shoulder may say, 'All right. Turn over.'

"When you first go in for subway reading you are apt not to be able to enjoy your book; you will be watching for your stop, fearful lest you ride past it. But take a lesson from the girl who reads 'Jean Christophe.' Just as the car swings to a stop at Eighteenth Street she marks the place, without ever having looked up since you got on at Fifty-first Street. She gets off the car; and in the afternoon at 5:30 she will be pushed on. And, having found an angle of safety in a corner, she will open her book, sublimely unconscious of the fact, if anyone should ask her, that every day cars on the subway and elevated travel a total of 523,351 miles.

"Watch her, and you will learn the trick; you will even learn to bring, as she does, a big, thick book, because it lasts so much longer and you can go for a month without worrying about when you can snatch a minute to get another book at the library. There are people with time sense, who know whether it's a quarter to 4 or a quarter after. There are also those with stop sense, who know that they can read all the headlines on the front page of the paper and complete their favorite column on a local between Astor Place and Fifty-first Street."

In the Field of the Retailer

A Valuable Trade Tool

HENRY DANIELSON'S "Bibliographies of Modern Authors," published in England by the *Bookmans' Journal*, has been put on sale in this country by James F. Drake, rare book dealer on Fortieth Street. This accurate and painstaking work covers fifteen contemporary authors, and the series is now being carried along by Drake and the *Bookman's Journal*, published monthly in this country thru the office of the PUBLISHERS' WEEKLY.

Books As Gifts

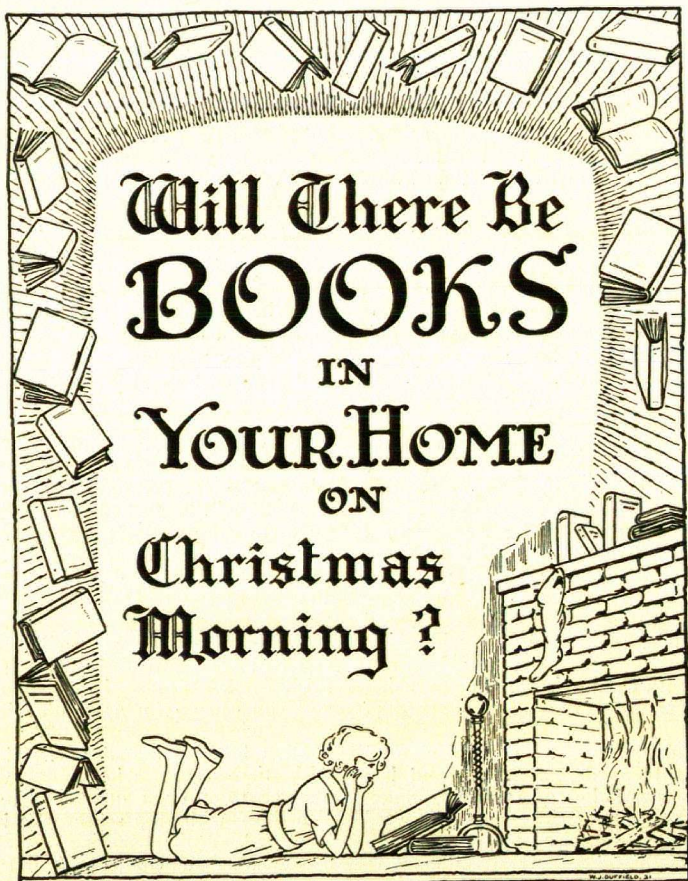
THE peculiar availability of books as gifts has been freshly stated in Houghton Mifflin's house organ, *The Piper*:

"A book is a suitable gift for everybody, for it takes, too, all kinds of books to make up a world. . . . The Piper insists that in selecting a book for a gift he can express his own feelings and his appraisal of his friend's character more subtly than he could in the choice of any other gift which the stores offer.

A book is surely the most human and personal of holiday remembrances—for it, unlike other gifts, possesses the power of speech."

"A child's toys are broken or given away, his clothes are outgrown, his pets are lost or die, and there go with him into adult life few childish treasures except his books. Silver spoons and bank accounts may be even more enduring than books, but they cannot be called exactly 'treasures,' from a child's point of view. You cannot pick up the teaspoon Aunt Dora brought you from the Exhibition and reconstruct from it cozy hours in the nursery when the fire was dancing on the hearth, nor by looking at your check book can you hear your mother's voice wander on and on, thru a lazy summer afternoon. . . .

"And so we would like to put in a plea for a carefully selected nursery library—of only a few shelves! Little by little from this nucleus grows a library of which the grown person may be proud—but more important is the growth of a person of whom the parents may be proud. A child should have books—and they should be good ones."



HOLIDAY POSTERS BEING SENT OUT BY THE PUBLISHERS' ASSOCIATION

Drama League Cooperation

MANY booksellers have found very concrete help from local drama leagues in building up their sales of books on the stage and in printed plays. Stewart & Kidd Company has made a very close connection of this kind and allotted special space for a Drama League section in the rear of the store. As many of their publications are along dramatic lines, this adds to the possibilities of making an interesting department. Cincinnati is a specially good center for this purpose, as the Cincinnati Art Theater is one of the most active.

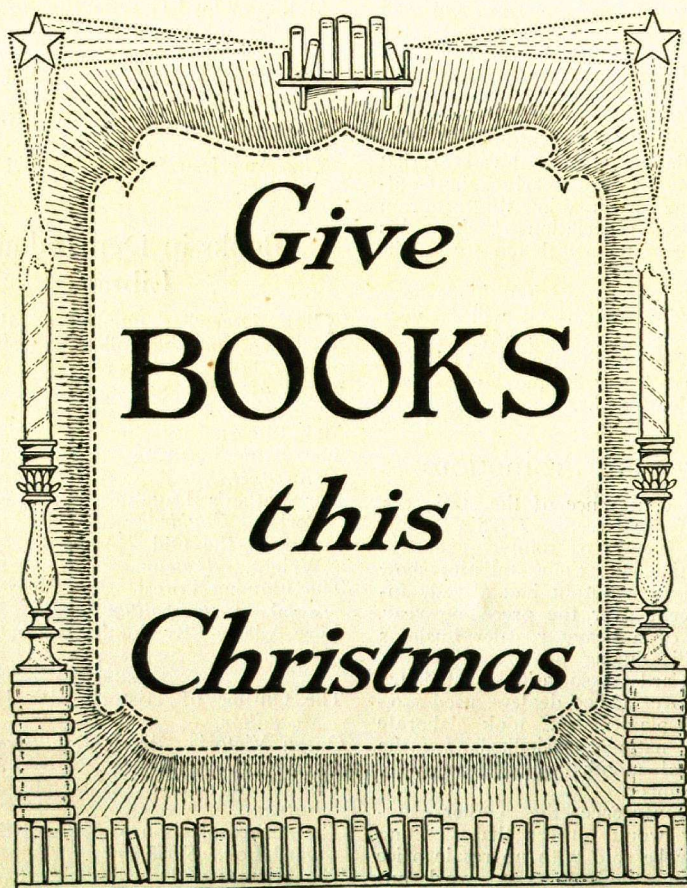
What Makes the Best Seller?

"THERE is no formula to fit the best seller," observes William Lyon Phelps in the December *Bookman*. And he goes on to say: "The Bible and Shakespeare are best sellers, and among authors of our time, such kindred souls as Henry Adams and Harold Bell Wright are emphatically in this class, tho Wright

somewhat more emphatically than Adams. The novel, 'Main Street,' which included among its targets people who buy best sellers, is itself a best seller. The inhabitants of Main Street would seem to have a counterweight in a balancing number of those who laugh at them. Thus, at all events, the country is safe. Complacency finds its complement in ridicule."

Miss Graham's Course on Bookselling

THE Booksellers' League of New York has now sent out details of the bookselling course to be given in conjunction with the New York Library School by Miss Bessie Graham. The letter proposes to the local bookstores that they subscribe in units of five dollars, each subscription giving the firm a course ticket which can be supplied to the most interested of the employees. These subscriptions will supply a firm guarantee to the success of the course. D. B. Browne of Himebaugh & Browne is serving as treasurer of the subscriptions.



THESE GREEN AND WHITE POSTERS WILL GET ATTENTION IN A WINDOW OF GAY BINDINGS AND JACKETS

Cost-Keeping Booklet

THE importance of good cost-keeping methods in the retail store has been frequently reiterated in the book-trade, and one concrete step forward was taken when the American Booksellers' Association had a paper by Mr. Eggleston at their last convention on cost-keeping methods.

This paper was reissued thru the interest of D. Appleton & Company, Mr. Eggleston's publisher, and offered for distribution thru them and by the National Association of Book Publishers. Everyone who has approached the problem of bookstore statistics has been faced with the condition that only a small proportion of stores can give any accurate figures of their cost of doing business.

An interesting example of how one industry has resolutely faced this lack of accurate cost-keeping is known in the printing industry, for the United Typothetæ of America has made it a condition of membership that every firm which comes into the organization signs a contract that he will put a cost system into his plant.

The Association then carries out an educational program to demonstrate the method of using a cost system, and it has had 9,000 students studying the courses, and has put in 4,000 uniform systems within the last two years, building its membership up by 5,000 in so doing. The breadth of the program can be understood when it is seen that national headquarters spent nearly a half-million dollars in one year making this program effective, and local associations backed this program up at every turn with more expenditure.

When the bookstores of various kinds have data that is equally accurate, it will be very much easier for stores to take advantage of the experience of others as well as to handle their own finances better in the busy season and thru the duller months.

Greeting Card Promotion

AT the recent conference of the stationers, the report of the Greeting Card Committee points to the success of joint co-operative efforts in promotion, and their statistics show that the greeting card output had already increased 10 per cent over the preceding year, with indications of a heavy reorder business to supplement this during these two months. The Greeting Card Association distributed display cards to over 12,000 dealers, used 750,000 pieces of display matter, took elaborate space in leading national periodicals for the important seasonal months of October, November and December.

At the same conference, the retailers suggested that they would prefer that greeting cards should now be sold with no resale price suggested, allowing the retailer to work out his own resale figure. This would take the place of the usual 50 per cent discount of the past.

Like Rare Americana

ANOTHER interesting example of how the general advertisers enjoy using references to well understood book terms in their text is shown in the very attractive advertisement of a furniture concern in New York, the text reading, "The Danersk Connecticut Tavern Bed here illustrated is rare and choice from a collector's point of view. Why not have a guest room that is a choice collection of Americana just as you would prize a shelf of valuable early imprints in your library?"

The Atlantic Bookshelf

THE notable new books which have been placed upon the *Atlantic Monthly's Bookshelf* in the December number are:

Edge of the Jungle, by William Beebe, *Holt*.

New Voices, An Introduction to Contemporary Poetry, by Marguerite Wilkinson, *Macmillan*.

Modern American Poetry, by Louis Untermeyer, *Harcourt, Brace*.

William Lloyd Garrison, by John Jay Chapman, *Atlantic Monthly Press*.

Three Soldiers, by John Dos Passos, *Doran*.

Mr. Punch's History of Modern England, by Charles L. Graves, *Stokes*.

The Thirteen Travelers, by Hugh Walpole, *Doran*.

The American Novel, by Carl Van Doren, *Macmillan*.

Books in Demand at the Libraries

THE December number of the *Bookman* shows that the following were the most popular books at the public library during the month of October:

FICTION

Main Street. By Sinclair Lewis. *Harcourt*.

The Brimming Cup. By Dorothy Canfield. *Harcourt*.

Her Father's Daughter. By Gene Stratton-Porter. *Doubleday*.

Helen of the Old House. By Harold Bell Wright. *Appleton*.

The Flaming Forest. By James Oliver Curwood. *Cosmopolitan*.

Alice Adams. By Booth Tarkington. *Doubleday*.

GENERAL

The Outline of History. By H. G. Wells. *Macmillan*.

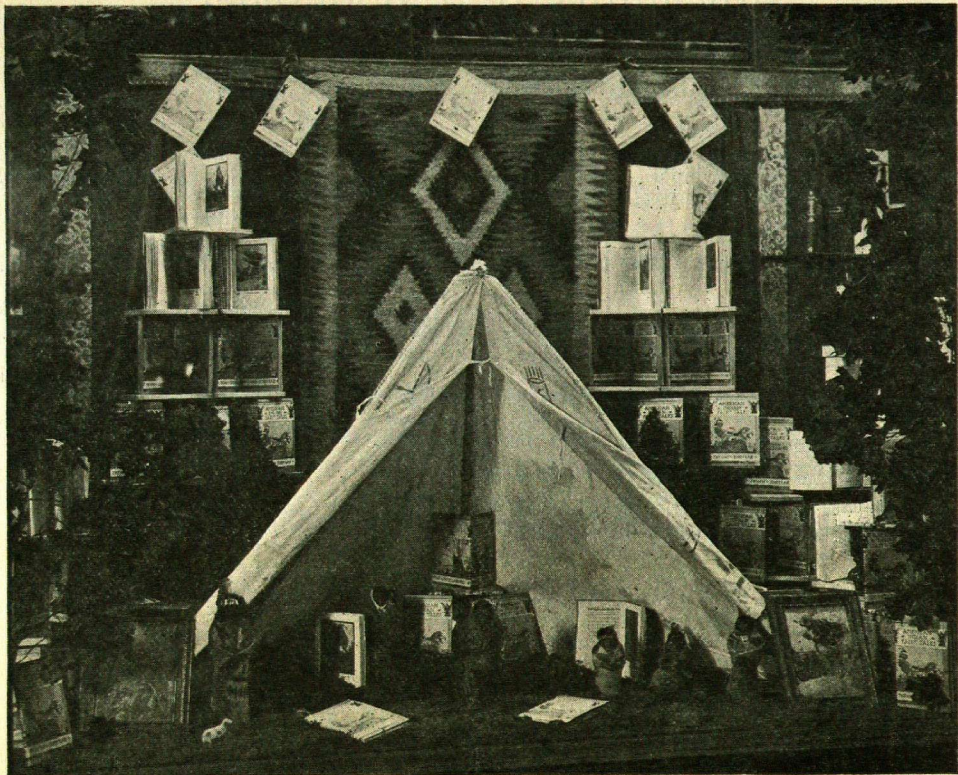
Queen Victoria. By Lytton Strachey. *Harcourt*.

The Mirrors of Washington. Anonymous. *Putnam*.

The Americanization of Edward Bok. By Edward Bok. *Scribner*.

The Mirrors of Downing Street. Anonymous. *Putnam*.

Mystic Isles of the South Seas. By Frederick O'Brien. *Century*.



UNUSUAL WINDOW DISPLAY OF "AMERICAN INDIAN FAIRY TALES" ARRANGED BY A. C. M'CLURG & CO., CHICAGO

Our Child Preceeds Us

THE Liberian Delegation to the League of Nations, thru their Secretary, M. Coms, have forwarded to the Swiss Federal Council letters from the President of the Liberian Republic, signifying the adherence of the Republic to the Berne Convention (as revised Nov. 13th, 1903) for the protection of literary and artistic works.

Tolstoy's Memorials

THE home of the late Count Leo Tolstoy, which is classed by the Soviet Government as a national museum, is in danger of collapse. Altho the government is running free weekly pilgrimages to the house, no money has been spent in its upkeep, and the Tolstoy family plans to start a world-wide restoration fund of \$100,000. The family also plans to found a Tolstoyan university, for which it is proposed to obtain funds thru publication of a memorial edition of eighty volumes of Tolstoy's works, the first of which is now being prepared by his daughter, Alexandra.

What Isn't a Book

THE Postmaster-General, Melbourne, endeavoring to increase postal revenue, has recently given authors, publishers, and booksellers a great deal of trouble by limiting the application of the book postage-rate—and particularly the liberal rate for books wholly printed in Australia: by which Parliament tried to encourage Australian letters and manufactures" says *The Bookfellow*.

"The statutory postal rate for books for delivery within the Commonwealth is, for books printed in Australia, ½d. per 8 oz. or part of 8 oz.; for books printed beyond Australia, ½d. per 4 oz. or part of 4 oz. The Postmaster evades by declaring that a book, in the ordinary acceptation of the word, is not a book unless he so decides; and most books are now charged at the postal rate for printed matter—½d. per 2 oz. Some extraordinary decisions have been made. Sydney Booksellers' Association has transmitted to Melbourne a list of about fifty books, in various classes of literature; and awaits a decision whether or not they are 'books' for postal purposes."

Adventures of a Bookseller

By Ketch

XXVI. Miss Rouge Buys a Suppressed Book

THEY were having breakfast at the Hotel Skinner, and as Miss Rouge dipped a strawberry in the whipped cream and sprinkled it with sugar, she said to Mr. Naughty:

"Do you know, Peter, I think I like things that are out of season better than I do those that are in. These strawberries are heavenly."

"Of course you do," he answered. "Everybody prizes a thing that is hard to get."

She laughed.

"When a thing becomes common, then, does it lose its flavor?"

"Oh, I wouldn't go that far," said he. "These eggs are very nice."

"So they are," said she. "But I shall always remember this meal by the strawberries."

For a time they ate in silence, then she said.

"By the way, dear, have you read Alphonse Shaedi's new book?"

"Shaedi?" said he. "I don't recall it. What was the title?"

"Sextet in a Flat," she replied, filling his coffee cup from the little silver pot at her elbow.

"Oh, that! No—not yet. Have you?"

"Not yet. Grace was telling me about it. She says it is rare stuff."

"Must be," he answered with an idle smile.

"I see it has been suppressed."

"Oh, no!" exclaimed Miss Rouge, as her spoon clattered down on her plate. "Peter! You don't mean to say they have suppressed that!"

"I'm quite sure I read a notice to that effect somewhere."

"You must be mistaken! Oh I'm sure you are." Then innocently—"Why should they suppress it? Why *should* they?"

"Well you know they sit on everything these days. One can't even mention a pair of pajamas without first ringing up the morals squad."

"Oh dear! I was just crazy to read it!" Then her indignation getting the best of her, "That makes me furious! Just furious!"

"How do you know it's good?" he argued gently. "It may be just—"

"No indeed, it isn't! Grace told me about it, and it's rich, Peter; really it is."

Mr. Naughty hitched his chair closer to the table.

"What did she say, dearie? Tell me!"

"Oh, no; that would spoil it for you. But it sure is rare—" she broke off and laughed a peculiar little nasal laugh, her eyes sparkling.

"Say, you got me interested," said he, laughing a little, too. "What say we go down to the Bookstore and ask for it? They may have a copy."

"Good!" she cried. "Oh I hope they have."

Half an hour later the two strolled into the Bookstore, and Mr. Ondeck approached and asked what he could do for them. Mr. Naughty took him familiarly by the arm and said in an undertone.

"Say, how about this new Shaedi book? Got a copy?"

"I don't *think* we have," said Ondeck rather uncertainly. Unfortunately it has been suppressed, you know."

"Suppressed!" exclaimed Miss Rouge, "And why should it be suppressed!"



"IT APPEALED TO ME AS A VERY FINE THING," SAID ONDECK

"Why indeed?" answered Ondeck, with a hopeless gesture.

"Then you've read it!" said Miss Rouge. "Do tell us something about it. Do *you* think it ought to be suppressed?"

"Well hardly," said Ondeck carefully. "It appeals to me as a very fine thing—the style, the phrasing, the sparkling play of situation—"

Here Miss Rouge gave a click of her teeth and tossed her head.

"Don't you think you could get us a copy somewhere?" said she, appealingly.

Mr. Ondeck seemed to consider for a moment.

"There *was* a copy in the store yesterday—but I think it was privately owned. However, I'll see."

He left them and was gone for so long a time that Miss Rouge began to lose hope, but at last she saw him coming down the store,

his face bathed in smiles, the book in his hand.

"Ah!" said he, "Just this one copy. Fortunately it has not yet been sold. It must have been overlooked."

Both Miss Rouge and Mr. Naughty reached for it, and after a hasty survey, Mr. Naughty said, getting out his pocketbook with a flourish.

"Well? How much?"

"Twenty-five dollars," said Mr. Ondeck, casually.

"Twenty-five dollars!" cried Mr. Naughty, replacing his pocketbook. "Did you say twenty-five dollars? I thought it was a two dollar book."

"It was," replied Ondeck, "When it was on open sale; but you see this is a privately owned copy. We are merely selling it for a customer of ours."

"Oh but man! I'm willing to be reasonable—but!"

"I'm sorry," said Mr. Ondeck politely, "but of course we have no control over the price in this case."

At this moment Miss Rouge opened her pocketbook, and taking out a twenty and a five dollar bill, handed them to Mr. Ondeck. He thanked her, and taking up the book walked back to wrap it up. As soon as he was gone Mr. Naughty turned to his companion and exclaimed,

"Say! You must have money to throw away! Where do you get that stuff? Listen, that's highway robbery, do you pretend you know that!"

"Cool off kid," said she, calmly. "We'll read it, see? Then I'll sell it to Daisy for fifty."

The Book World's Own Follies

THE yearly book exhibit of the National Arts Club undertook a new line of book promotion in putting on "The Follies of 1921, A Revue of Reviews" on Sunday evening, November 20th. This lively show proved "a stupendous hyper-picture of complex literary life, magically merged, with mellifluous music, into a profound and gripping dramalog." The first "chapter" showed the dangers and difficulties of literary life. The second covered the highlights of the literary year, including striking close-ups of "The Clothesline of History," "The Sheik," "The Beginning of Wisdom" and other well known books. Chapter three covered "The Wheezes in the Book Department." Chapter four, the Five Foot Bookshelf, a mental efficiency test carefully graded for members of the club. Chapter five was a study in social economics, depicting such well known types as the publisher, the gentle reader, etc.

The libretto had been prepared by Katherine Lord in collaboration with Alexander Black, Maxwell Aley and others. Among the book-trade names that appeared in the cast were those of George P. Brett, Jr., of Macmillan and Maxwell Aley of Century Co.

An Uncorrected Galley

A GOOD TITLE

Someone recently suggested a title for a whole school of literature dealing with the war: Now It Can Be Sold.

THE MAN ON THE CURB

(Dedicated to the life and drum corps.)

The book that gets rub-a-dub dubbed a delight
By Dawson and Hammond and Broun
I pass up and order a Harold Bell Wright:
I never could step to a tune.

The tome that gets a rap-a-tap tapped out of court

By Mencken and Rascoe and Co.

I try, for what's junk to the musical sort

To me will prove jazzy. I know.

—Keith Preston in *The Chicago Daily News*.

COUNTER-ATTACK

"Did that cultured book agent sell you a set of Hugo's works?"

"No, I talked him out of it."

"How did you do that?"

"I noticed that every time I mispronounced 'Les Miserables' he writhed in his chair, so I kept it up until the poor devil fled."—*Birmingham Age-Herald*.

"THE BEWILDERED MANUSCRIPT READER"

Oh, there are many, many times

When I am puzzled quite.

Now, here I have a book of rhymes

That seem to be all right.

The author is a likely poet,

Tho certain things displease.

I think I'll hedge. But how? I know!

"It has possibilities!"

And here's a novel—rather good;

But is it good enough?

Search me! There is a likelihood

That I shall have to bluff.

"I'll say—and what could be politer,

Or easier to distil,

Than a report like this: "*The writer*

Is not without some skill!"

—EDWARD ANTHONY in the *New York Herald*.

THE LITERARY LID IS OFF

Some of our story writers are running riot with their similes. Here are a few we gathered in our late reading:

"Her lips quivered like a light auto."

"He edged nearer to her until he was almost as close as the air in the subway."

"But his mind, like her face, was made up."

"Her hair dropped on her pallid cheek like seaweed on a clam."

"He gazed anxiously at her face, the way a person in a taxi gazes at the face of the meter."—*Boston Transcript*.

Women and Bookselling

A Monthly Department of News and Theory—Edited by Virginia Smith Cowper

MARTHA KRAMER is now circulation manager of *Better Times*, New York's Welfare magazine.

The regular annual business meeting of the Women's National Book Association, was held at the Children's Book Shop on the evening of November 17th.

Mrs. Pauline Langley, who made the trip thru New England this past summer with the Book Caravan, told about the work. Altho Miss Frank had blazed the trail in 1920, those who traveled over the same ground in 1921, had many experiences which were unique. The Caravan evidently has become an institution, as was made manifest in many small, out-of-the-way villages where they are few opportunities to purchase books, excepting thru catalogs. It was most encouraging to these women to find upon entering a small town in Maine, that a public library had sprung into existence shortly after the departure of Miss Frank, and that this year, the Book Committee was waiting anxiously for the Caravan with one hundred dollars, which had been earned in various ways during the winter.

Mrs. Langley explained about the publicity campaign as carried out this year, proved very efficient, with results which were quite satisfactory. They were greeted in many towns by the children who cried "Here comes that Caravan again!" While it was admitted that it was hard work, and not "just a good vacation," Mrs. Langley was most enthusiastic, and hoped for another opportunity to make the trip. While no figures were available at this time as to the results of the 1921 expedition, Mrs. Langley said that the total receipts for the previous year had been about \$8,000.

Madge Jennison, the retiring president, read her report, which was full of optimism and encouragement for the future. The story of the work accomplished during the past year, proved the usefulness of this organization in the field of bookselling.

Belle Walker, publisher of the *Bookseller and Stationer*, was elected President; E. Miriam Lone, Madge Jennison and Carolyn F. Ulrich were elected members of the Board of Managers for three years; Sophie Kerr Underwood was elected a member of the Board for one year.

It has been the desire of the women of the Association to have as members, women who are identified with the world of letters, and it will be noted that with Miss Walker, an editor, Miss Ulrich, a librarian, Mrs. Underwood, an author, and Miss Lone, a bookseller they are making a strong appeal to all who are working in the world of books.

If Hannah Ballinger, the gentle heroine of that quiet story by Roswell Field, "The Bondage of Ballinger," could come to life and utter that plaintive remark, "Thomas, let us go where there are no bookshops," all they would have to do would be to move to Hoboken, New Jersey. That city, with a population of 69,000, has produced many celebrities, among whom were John Stevens, inventor of the T rail, Charles Schreyvogal, Indian painter, Karl Bitter, sculptor, made famous by his work on the Astor Memorial gates on Trinity Church, New York and John Dunsmore, Colonial painter, who was the chief designer for the pageant of "America in the Making," which other cities wish to copy. Stevens Institute of Technology is there also, with its hundreds of students annually, and still there has never been a real bookshop. It is because of this condition that the Public Library of the city is doing not only its own duty, but acting in the capacity of bookshop as well. The librarian, Thomas F. Hatfield, a patron of art and a lover of books, feels that if his readers wish to own the books which they have read, it is his duty to stimulate the buying habit. Mr. Hatfield's office is a place where book-lovers gather, and one may meet there those who buy rare items or some child who has persuaded his parents that he wishes to own some gem which had been loaned him in the Children's Room, of which Anna R. Hull is in charge. It is in this room where one finds a spirit, which if extended over the country would find a library, and a good one, in every home, for under the leadership of Mrs. Hull the children are learning to discriminate, and only want to own the worth while books. Long before any campaigns were waged for all year round bookselling Mrs. Hull, had been a bookseller as well as librarian. Children's Book Week lasts fifty-two weeks for her, and she is always ready to co-operate with any movement which will eventually place more and better books in the home. William Heyliger received his first encouragement from Mr. Hatfield and Mrs. Hull. This was the library he used as a growing boy, and later, when in his early teens, wrote various articles on sporting events for the local paper. Before he sent his copy to the editor it was passed upon by Mr. Hatfield, and he has said time and again that if it had not been for the encouragement which he had received from this librarian and Mrs. Hull, he should have had a much harder road to travel before he had any success.

Mrs. Hull is carrying out, in her own way, the ideals for which the Women's National Book Association stands, and it is because of similar opportunities in bookshopless towns, that the Association is anxious to count librarians as members.